

National Infant Immunization Week Sample Press Release

FOR IMMEDIATE RELEASE (Date)

CONTACT: (your name), (phone number)

(STATE/CITY/COUNTY) KNOWS THAT IMMUNIZATION PROTECTS
ITS CHILDREN

NAME OF CITY, Date - (Who, name of sponsoring organization or coalition) will conduct a (what: poster contest, provider dinner symposium, awards luncheon, etc.) on (day, date, time) at (where) as part of a national effort to increase the number of children younger than 2 who receive vaccinations against preventable illnesses.

(Give a brief description of the event, including any prominent spokespersons who will be available for interviews).

"Love Them. Protect Them. Immunize Them." is this year's theme for National Infant Immunization Week, April 13-19, 2003. (Name of activity) is to increase our community's awareness of the need to vaccinate children at an early age. Children need over 80 percent of their vaccinations in the first 24 months of life to protect them against disease, disability, and even death. There have been many innovations in immunizations since the first vaccination was administered by Dr. Edward Jenner over 200 years ago, and more continue to be made. These innovations help to reduce the number of vaccine-preventable diseases, disabilities, and deaths. Immunizations are safe and protect our families and community making them one of our most cost-effective public health strategies.

Outstanding progress has been made in immunization rates for children younger than two years old. Nationwide, immunization levels are high for most vaccines and most vaccine preventable diseases have been reduced by more than 99 percent since the introduction of vaccines. However, there is still much work to be done. More than 900,000 of our nation's children are not fully immunized and each day 11,000 children are born and each in need of protection from vaccine preventable diseases before the age of two.

Further, vaccines not only save lives, they save money. Infant immunization is a simple and inexpensive way to protect children from 11 potentially deadly infectious diseases. For example, our nation saves \$14.50 in direct and indirect costs for every dollar invested in giving the hepatitis B vaccine to infants at birth to two months of age and each dollar spent on measles-mumps-rubella vaccine generates about \$23 in total savings---or about \$9 billion each year.

In (state/city/county), childhood immunization rates (match, exceed, or fall below) national rates. "We must push this number even higher and take proper care of our children," says (local representative). "Vaccines have been proven to be safe and effective and to provide the best protection against infectious disease. We want to ensure

the message is clear: We must continue our mission to ensure that all children are immunized.

The (Name of sponsoring organization or coalition) is sponsoring the (Name of activity) activity as part of its participation in National Infant Immunization Week, a national effort. For more information about this activity or immunization, call (sponsor phone number).

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